# StayMarquis launches AI tool to personalise luxury vacation rentals



StayMarquis, a high-end vacation rental management company with a prestigious portfolio across the Hamptons, North Fork, and Hudson Valley, has introduced an innovative AI-driven tool designed to personalise luxury rental experiences. The launch of the new application, called the Aesthetic Profile, is set to streamline the property-selection process for discerning travellers seeking homes that align closely with their individual design preferences.

The technology functions by engaging potential renters in a visual selection process, where they can “like” or “dislike” an assortment of home images spanning kitchens, bedrooms, exteriors, and other key features. This interaction allows the AI system to generate a tailored shortlist of properties that match the user’s aesthetic tastes, significantly reducing the time and effort typically required to sift through large numbers of listings.

The rollout of the Aesthetic Profile tool, as reported by the James Lane Post, arrives amidst robust summer booking activity. StayMarquis asserts that this innovation not only enhances user experience but also establishes a new standard for luxury rental discovery and communication. It offers multi-channel accessibility, enabling renters to receive curated, hand-vetted property recommendations via email or social media platforms, all informed by their personalised design profiles.

Founded by childhood friends Alex Goldstein and Bryan Fedner, StayMarquis has blossomed over more than a decade into a leader in the luxury vacation rental market. The company manages nearly 700 homes and continues to widen its reach around prime getaway destinations within a five-hour radius of New York City and Boston. Goldstein’s background in entrepreneurship and hospitality complements Fedner’s expertise in finance, real estate, and venture capital, while their shared passion for travel influences the company’s focus on refined experiences.

StayMarquis offers homeowners professional management services, dynamic pricing, and marketing strategies, while providing guests with a curated collection of high-end homes and concierge-level service. The introduction of the Aesthetic Profile is a strategic response to industry challenges around overwhelming choices and a lack of personalisation, making the booking journey simpler, faster, and more aligned with individual tastes.

The company emphasises that this AI tool represents more than just a technological upgrade; it is a forward-thinking approach to meet the growing market demand for tailored luxury experiences defined by personal taste and intelligent design.

Interested travellers can explore the new AI-assisted search and personalised booking experience at staymarquis.com/aesthetic-profile.

The James Lane Post is reporting.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://staymarquis.com/aesthetic-profile> - Supports the claim that StayMarquis introduced the Aesthetic Profile AI-driven tool for personalized luxury rental experience, describing its functionality and how it streamlines the vacation rental search process.
2. <https://staymarquis.com/blog/find-your-perfect-vacation-rental-with-ai-sthetic-profile> - Corroborates the detailed explanation of how the Aesthetic Profile tool works by allowing renters to like or dislike images to customize their property shortlist, and highlights the benefits for both renters and homeowners.
3. <https://jameslanepost.com/staymarquis-launches-ai-tool-to-personalize-the-luxury-vacation-rental-experience/04/27/2025/Hamptons-News-Happenings> - Confirms the rollout timing of the Aesthetic Profile tool amid high summer booking activity and emphasizes the innovation as a new standard for luxury rental personalization and multi-channel communication.
4. <https://www.instagram.com/staymarquis/reel/DFYOX2jPvag/> - Showcases StayMarquis's promotion of the Aesthetic Profile AI search tool on social media, supporting the claim about multi-channel accessibility and outreach to renters via platforms like Instagram.
5. <https://staymarquis.com/list-your-property> - Supports the article's statement that StayMarquis offers professional management services to homeowners, including marketing and rental optimization, enhancing their rental potential.
6. <https://www.noahwire.com> - Confirms the James Lane Post’s reporting on StayMarquis and the introduction of the AI tool, providing context and credibility about the source of the announcement.
7. <https://news.google.com/rss/articles/CBMi2wFBVV95cUxNUUx3WThNMHdUSTY4em9hSmdTTDJ5YnMwazN4dGNtMm1iMVlZWnBId19VTkFjREVncTlUbG9hMnFtZG9UY2I2eGhqdFN3MUhLMjRYNFVkLXVNX3NJNXJLQ21xMmhCUG1FTUNiNk1pcGRRZzBWVHBuT0NpRjZLWS1Ma1dNX3VBaXhHUExlblJTRmVBa25NNXI2UUhEQXlaQy1tY3o2Yl9yZjVOeVB2RW5JVVlJbGNTSzQ1UFhvS1prRmEyRWYzN3RuY0M2NUc5bVNFNU9rMEt3cFhMbmM?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data